CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

The media promotion functions as means to communicate between customers and company, as well as introducing the products or services offered by a company through advertising. It is used to communicate the information that may be conveyed in logo and tagline. Logo and tagline are the identity that has a meaning to identify a product or company.

As the identity of the company, logo and tagline should be illustrated the simplicity to catch customers' attention. The combination of circle and straight line gives an idea that the product is timeless, complete, free from worry, and well protected. The splotches of black is suggested that the product is far from perfection but trying to have it.

As a strategy, furthermore, the present writer assumes that the preparation is important point to gain achievement. Beginning of the process, brainstorming the idea based on the product knowledge and target market should be handed skillfully.

To sum up, the creativity of producing logo and tagline requires the knowledge of symbol, and an effective strategy to create one.

4.2 Suggestion

Elaborating the issue under discussion, the steps on making story line may be the next interesting issue to fill the gap in this research. The story line is believed in gaining the achievement of the logo and tagline. To complete the issue, in addition, the research on customers' response may be another alternative. The response serves the idea how effective logo and tagline are perceived.